

The most overlooked advantage in selling: the strength of your organisation.



Great sellers go further. They sell the strengths of their organisation.

In a market where data, technology, and product parity are rapidly levelling the playing field, translating features into benefits is no longer enough. Good sellers do that.

The best account managers highlight what their business does better than anyone else: the capabilities, expertise, and ways of working that create real competitive advantage. They don't just sell what they deliver.

They sell how they deliver it:

- » Faster, more agile execution.
- » More innovative solutions.
- » Stronger cross functional support.
- » Deeper commercial understanding.
- » Better collaboration and partnership.

They also emphasise the experience of working with their business: access to specialists, the reliability of supply, quality of execution and a genuine partnership mindset. Increasingly, customers care about broader organisational values; sustainability commitments, social responsibility, ethical sourcing, and corporate citizenship.

When account managers communicate these organisational benefits clearly and confidently, they don't just differentiate their offer – they build trust, strengthen credibility, and elevate themselves from being a supplier to being a strategic partner of choice.

In today's hyper competitive environment, that's what wins.

The three things you can do this month to better sell your organisation:

01

Build your 'why us?' story.

Document the top 5 things your organisation does better than competitors:

- » Where you are faster.
- » Where you are more efficient.
- » Where you deliver higher quality.
- » Where you are more innovative.
- » Where customer experience is simply better.
- » If your sales team can't articulate this, your customer definitely can't.

02

Turn organisational strengths into customer benefits.

For each organisational feature, answer: "So what? Why does this matter to the customer?"

Examples:

- » Faster Supply Chain > reduces cash tied up in stock holding.
- » More accurate forecasting > improves on shelf availability.
- » Strong sustainability agenda > helps accelerate your ESG commitments.

03

Bring cross functional expertise into the room.

Showcase your organisation's depth.

Bring supply chain, category, finance, insights, or R&D into key conversations.

Customers trust organisations they can see and feel, not ones who stay behind the curtain.



QUICK WIN

Add one slide to your next customer deck titled: 'What you get when you work with us.'

List three key benefits that set you apart from your competition. It instantly reframes you from vendor to partner.